



THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASING DECISIONS AT PT ARINT PREMIUM FITTING GATSU TIMUR DENPASAR

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Abstract: In making purchasing decisions, there are influential variables such as product quality and product image. Product quality and brand image are related to concerns and problems in purchasing decisions. Therefore, this research is very suitable to further examine the effect of product quality and brand image on purchasing decisions of PT Arint Premium Fitting Gatsu Timur Denpasar. The number of samples was determined by purple wing sampling method from no less than 94 users of PT Arint Premium Fitting. Data were analysed using classical acceptance test, multiple linear regression analysis, multiple correlation analysis, determinant analysis, simultaneous significance test (F-test), and partial significance test (t-test). The results showed that purchasing decisions simultaneously had a positive and significant effect on product quality and brand image. Arint-superior installation. However, partially product quality has a positive and significant effect on purchasing decisions of PT Arint Premium Fitting. Brand image partially has a positive and significant effect on the purchasing decision of PT. Arint Premium Fitting.

Keywords: *Purchase Decision, Product Quality, Brand Image*

INTRODUCTION

Marketing is a very important field of activity in a business organisation, which is the mainstay of the company's survival. Marketing is one of the most important activities of the company to maintain its survival and increase profitability (Basu Swastha, 1989). Because marketing is one of the company's activities that is directly related to consumers. Market activity can be interpreted as human activity that is directly related to the market.

(Kotler & Armstrong, 2018) The purchase decision consists of the fact that the buyer actually buys the product of greatest interest, so that the consumer acquires the product and uses the product of interest. A purchase decision is a choice of two or more alternative purchasing decision options, i.e. someone can make a decision, there must be several alternatives. Purchasing decisions can also be referred to as a problem solving process and can be completed through a process of problem identification, information search, alternative evaluation, purchase decisions, and post-purchase evaluation (Kosasih, 2016).

Products are everything that can be offered to the market ahead of compensating for intentions or desires, including physical content, policies, experiences, events, people, places, assets, organisations, facts and ideas (Kotler and Keller, 2009). (Ratnasari, 2016) The quality of the device is the appearance of the device or policy based on its ability to compensate for the expressed or channelled consumer desires.

Brands that are recognised by the public or customers in size are caused by a set of images that are generated based on a particular screen printing. Citra (image) holds most recognition of the company or its products. The image of the screen printing stores a link using a flurry of beliefs and choices towards a screen printing that forms the customer will do the scaling part in the customer's command method (Kotler and Fox part in Sutisna (2002)).

The products offered by PT Arint Premium Fitting are products that meet architectural needs. The scope of products provided are *floor spring* and *accessories*, *door closer* and *accessories*, *shower hinge*, *lock handle*, and automatic sliding door with various types and series. PT Arint Premium Fitting is an authorised distributor of dormakaba, a German company with more than 100 years of experience in architectural hardware. This dormakaba brand is one of the many architectural product brands in Bali and outside Bali. The products offered are also of premium quality, factory certified, and original, which makes this brand have a distinctive characteristic that can ensure the superiority of its products to consumers.

The company is located in the East Gatsu area, Tonja, Denpasar City, which can be used as a market share to offer architectural products to consumers because there are many large shopping centres, villas, and hotels. Arint products in July 2020 had total sales of IDR 40,560,200, while in July 2021 it decreased with a total of IDR 24,983,000. As can be seen in the table above, that before July, to be precise in February 2020 and 2021, sales have increased. Sales in December 2020 experienced an increase in which the total sales in that month exceeded the company's target with total sales of IDR 289,000,000 in 2020, December 2021 also experienced an increase which exceeded the company's target with a total of IDR 283,736,00, but when viewed from the annual total, sales of Arint products did not reach the sales target given by the company, so it can be concluded that sales of Arint products decreased. The increase in product sales in December was due to a sales promotion by providing a discount with a 25% discount considering that December is the end of the year, it is held every year, with the discount making total sales in that month experience a significant increase.

Based on the results of interviews and observations from 15 people in the Denpasar area, precisely in East Gatsu, 6 people stated that they already knew the dormakaba brand, while 9 people from the interview stated that they did not know the Arint product with the dormakaba brand, this was

due to the lack of promotion carried out by PT Arint Premium Fitting, it can be concluded that the cause of the decline in the sales level of Arint architectural products with the dormakaba brand is thought to be caused by a brand image or brand image that is not widely known by new consumers.

From the explanation above, PT Arint Premium Fitting must be able to know the marketing strategy in improving the product brand image and be able to meet consumer needs by providing good product quality, seeing that in this era of globalisation the business world of architectural products must follow the competition to maintain the company, besides that by providing satisfaction and meeting consumer needs it can further convince consumers in making purchasing decisions.

Research depending on the continuity of substance value and brand image of stop mating was conducted by a number of researchers. But published examinations recorded still ready reseach abnormalities found. Research made by Eky Jumrotul Laila and Tri Sudarwanto (2018) says that the value of substance bears cliché and meaningless, so it does not bear on purchasing decisions. However, scratching using an examination connection conducted by Dwi Agung Wicaksono, Hadi Sumarsono, Adi Santoso (2019) said that the brand image / brand image bears cliché on purchasing decisions. Research conducted by Muhammad Syariful Anam, Dian Luthvita Nadila, Tara Ayu Anindita, and Rina Rosia (2021) said that brand image holds a significant continuation on purchase decision

METHODS

The research design used in this research is quantitative. The location of this research was conducted at PT Arint Premium Fitting on Jalan Gatsu Timur, Tonja, Denpasar City. The object of this research is product quality and brand image on purchasing decisions at PT. Arint Premium Fitting

The population of this study were all customers of Arint products with the sleeping bag brand PT Aint Premium Fitting, including no less than 1,500 customers of PT Arint Premium Fitting in 2021. The sampling method is purposive sampling, which is a technique for determining samples from a certain point of view (Sugiyono, 2019). The sample used in this study consisted of 94 people (rounded).

The types and sources of data used in this study are primary data, i.e. directly obtained data that is directly observed and recorded by the author for the first time, such as the results of interviews about product quality, product image and purchasing decisions. Secondary information, i.e. information obtained, not collected by the author but from other parties, such as books, literature, journals and library materials, which have something to do with the research he conducts. Quantitative data for this study are the number of users of PT Arint Premium Fitting and evaluating respondents' answers based on the results of the questionnaires distributed.

Qualitative data for this study includes a brief history, organisational structure, and business operations. The data collection techniques used in this research are as follows:

Interviews, observations, questionnaires, documentary studies. Documentation in this study is a data collection technique to obtain information related to PT Aint Premium Fit, such as organisational structures and documents needed to support research. The data analysis technique that researchers use is to use the classical assumption test, multiple linear regression analysis, multiple correlation analysis, determination analysis, simultaneous significance test (F-test), and partial significance test (t-test).

RESULTS AND DISCUSSION

Results

Research instruments are tools used to collect data or measure research variable objects. The results of the device test explain the accuracy of the data used, whether the model developed in the study can be used, and whether it is related to the research hypothesis. The experimental data tools of this research are validity and reliability tests. The test results are described as follows:

Table 1.
Research Instrument Validity Test Results

Variabel	Item	Koefisien Korelasi	Nilai r-tabel	Ket
Kualitas Produk (X1)	X1-1	0.980	0.3	Valid
	X1-2	0.965	0.3	Valid
	X1-3	0.978	0.3	Valid
	X1-4	0.980	0.3	Valid
	X1-5	0.984	0.3	Valid
	X1-6	0.982	0.3	Valid
	X1-7	0.917	0.3	Valid
Brand Image (X2)	X2-1	0.982	0.3	Valid
	X2-2	0.983	0.3	Valid
Keputusan Pembelian (Y)	Y-1	0.952	0.3	Valid
	Y-2	0.953	0.3	Valid
	Y-3	0.873	0.3	Valid
	Y-4	0.904	0.3	Valid

Source: Data processed 2023

The valid test results in table 1 show that the correlation coefficient for all statements generated from the index of each variable used in this study is greater than rtabel. 0.30 validates all variable measures for this study.

Table 2.
Reliability Test Results of Research Instruments

Variabel	Jumlah Instrumen	Cronbach's Alpha	Standar	Keterangan
Kualitas Produk (X1)	7	0.989	0.7	Reliabel
Brand Image (X2)	2	0.964	0.7	Reliabel
Keputusan Pembelian (Y)	4	0.940	0.7	Reliabel

Source: Data processed 2023

From Table 2 above, it can be seen that the Cronbach alpha coefficient is greater than 0.70 for all variables. This means that the list of statements (questionnaire), product quality, product image and purchasing decisions are reliable. Thus, the statement list of product quality variables, product image and purchasing decisions can be relied on to measure research variables.

Table 3.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		94
Normal Parameters	Mean	0.0000000
	Std. Deviation	1.66236973
Most Extreme Differences	Absolute	0.077
	Positive	0.077
	Negative	-0.066
Test Statistic		0.077
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Data processed 2023

Table 3 shows the coefficient Asymp. signal = 0.200. The coefficient of asymp. sig. = 0.200 > 0.05, which means that the data fulfils the assumption of normality. The data collected in this way can be analysed further.

Table 4.
Multicollinerity Test Results

Coefficient^a			
Model		Collinearity Statistic	
		Tolerance	VIF
1	(Constant)		
	Kualitas Produk (X1)	0.444	2.252
	Brand Image (X2)	0.444	2.252

Source: Data processed 2023

From the Variance Inflation Factor (VIF) and Tolerance table above, it can be seen that the VIF number of the independent variables is less than 10, namely 2.252. Likewise, the tolerance value of the two independent variables > 0.1, namely 0.444. From this it can be concluded that there is no multicollinearity problem.

Table 5.
Heteroscedasticity Test Results

Coefficient^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	1.197	0.482		2.484	0.015
	Kualitas Produk (X1)	0.028	0.029	0.146	0.936	0.352
	Brand Image (X2)	-0.078	0.083	-0.146	-0.934	0.353

Source: Data processed 2023

In table 5, it can be concluded that there are no symptoms of heteroscedasticity because all Sig values > 0.05.

Table 6.
Multiple Linear Regression Analysis Results

Coefficient ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	2.103	0.811		2.593	0.011
	Kualitas Produk (X1)	0.198	0.050	0.326	4.007	0.000
	Brand Image (X2)	1.007	0.140	0.586	7.205	0.000

Source: Data processed 2023

Through the values in Table 6, the multiple linear regression equation is: $Y = 2.103 + 0.198X_1 + 1.007X_2$

Based on several linear regression equations, a regression line equation was obtained that provides the following information:

$a = 2.103$, means that if Product Quality and Brand Image are considered constant or the value is fixed, then the amount of Purchasing Decision is 2.103 units.

$b_1 = 0.198$, means that if Product Quality is considered constant or the value is fixed, then an increase in Product Quality by one unit will be followed by an increase in Purchasing Decisions by 0.198.

$b_2 = 1.007$, means that if Brand Image is considered constant or the value is fixed, then an increase in Brand Image by one unit will be followed by an increase in Purchasing Decisions by 1.007.

Table 7.
Determination Analysis Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	0.733	0.727	1.681

Source: Data processed 2023

Through table 7, the results of the SPSS calculation provide an R² (R-squared) value of 0.733. This means that the variation associated between product quality and brand image in consumer purchasing decisions is 73.3%, while the remaining 26.7% is influenced by other variables that are not considered in this study.

Table 8.
F-test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	706.242	2	353.121	125.034	.000 ^b
	Residual	257.003	91	2.824		
	Total	963.245	93			

Source: Data processed 2023

Table 8 shows that the calculated F value is 125.034. The calculated F value of 125.034 > F table value of 3.10 and the calculated F value according to Figure 4.5 is in the rejection range, so it can be concluded that product quality and product image together are a positive and important influence on consumer purchasing decisions. (H₀ is rejected and H_a is accepted).

Table 9.
Results of t-test

Coefficient ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	2.103	0.811		2.593	0.011
	Kualitas Produk (X1)	0.198	0.050	0.326	4.007	0.000
	Brand Image (X2)	1.007	0.140	0.586	7.205	0.000

Source: Data processed 2023

Table 9 shows that the t_1 value of the product quality variable (X1) is 4.007 and the t table value is 1.66177 (t_1 quantity > t table). Based on the picture of the H_0 acceptance and rejection area and the criteria given, it can also be seen that the t_1 value is in the H_0 rejection area. From this it can be concluded that the product quality variable (X1) partially has a positive and significant effect on consumer purchasing decisions (Y) (H_0 is rejected and H_a is accepted).

In addition, it can be seen that the t_2 value of the brand image variable (X2) is 7.205 and the t value is 1.66177 ($t_1 > t$ number). Based on the picture of the H_0 acceptance and rejection area and the criteria given, it can also be seen that the t_2 value is in the H_0 rejection area. From this it can be concluded that the brand image variable (X2) partially has a positive and significant effect on consumer purchasing decisions (Y) (H_0 is rejected and H_1 is accepted).

Discussion:

The Effect of Product Quality and Brand Image on Purchasing Decisions

Through the results of the simultaneous analysis of the effect of product quality and brand image on purchasing decisions. Arint Premium Fitting Gatsu Timur Denpasar shows $F_{hitung} = 125.034$ compared to $F_{tabel} 3.10$, indicating that $F_{hitung} = 125.034 > F_{tabel} = 3.10$ and F_{hitung} is in the H_0 rejection range. Therefore, H_0 is rejected and H_a is accepted. This means that statistically at the level of $\alpha = 5\%$, product quality (X1) and product image (X2) together clearly have a positive effect on purchasing decisions (Y). Thus it can be seen that the hypothesis that product quality and brand image simultaneously have a positive and significant effect on purchasing decisions is true. Aint Premium Fitting Gatsu Timur Denpasar has proven itself.

This is in accordance with the research of Rosa Lesman and Suci Dara Ayu (2019) who found that product quality and brand image have a positive effect on purchasing decisions. The study of Anastasia Siam, Mardiana, Rina Masithoh Haryad (2023) states that product quality and brand image clearly have a positive effect on buyer decisions.

The Effect of Product Quality on Purchasing Decisions

Based on the results of the analysis of the effect of product quality on purchasing decisions. PT Arint Premium Fitting Gatsu Timur Denpasar shows the value of t_1 count = 4.007 compared to the table t value = 1.66177. It turns out that the calculated t_1 value is greater than the t table value and the calculated t_1 is in the H_0 rejection range. Thus, H_0 is accepted and H_a is accepted. This means that with a one-sided statistical test at the confidence level (α) = 5%, product quality (X1) has a significant effect on consumer purchasing decisions (Y). Product quality (X1) can significantly / greatly increase consumer purchasing decisions (Y). Thus the hypothesis

says: that partially product quality has a positive and significant influence on consumer purchasing decisions of PT. Aint Premium Fitting Gatsu Timur Denpasar has proven itself.

The results in the research test show that the hypothesis (H1) that product quality has a positive and significant effect on the purchasing decision of PT. Aint Premium Fitting Gatsu Timur Denpasar is approved. This means that good product quality can increase the purchasing decision of Pt. Arint Premium Fitting Gatsu East Denpasar. This is in line with the research of Maria Magdalena and Suroso Winard (2020) that product quality has a positive and significant influence on purchasing decisions. Research by Cindy Oktavia Cahayani and Sutari (2020) shows that product quality variables have a positive and significant influence on purchasing decisions.

The Effect of *Brand Image* on Purchasing Decisions

Through the results of the analysis of the effect of brand image on purchasing decisions. PT.Aint Premium Fitting Gatsu Timur Denpasar shows the value of $t_{hitung} = 7.205$ compared to the value of $t_{table} = 1.66177$. This shows that the t_2 count value is greater than the t -table value and the t_2 count is in the H_0 rejection range. Thus, H_0 is rejected and H_a is accepted. The test results of this study indicate that Hypothesis 2 (H_2) which states that brand image has a positive and significant effect on consumer purchasing decisions is accepted. This means that a good brand image can increase purchasing decisions at PT Arint Premium Fitting Gatsu Timur Denpasar.

This is in accordance with Elisabeth Syers' research by Dean Mavilinda and Ari Susanti (2022) who found that brand image has a significant influence on purchasing decisions.

CONCLUSION

Based on the results of data processing, it can be concluded that product quality and brand image simultaneously have a positive and significant effect on purchasing decisions at PT Arint Premium Fitting Gatsu Timur Denpasar. This indicates that the better the product quality and brand image, the higher the tendency of consumers to make purchasing decisions for premium accessories from PT Arint. Partially, product quality has also been proven to have a positive and significant influence on purchasing decisions, meaning that improvements in product quality will directly encourage consumers to make purchases. Similarly, brand image partially has a positive and significant influence on purchasing decisions, indicating that positive perceptions of the brand strengthen consumers' confidence in choosing and purchasing products from PT Arint Premium Fitting Gatsu Timur Denpasar.

SUGGESTION

Through the conclusions obtained from the results of this study, recommendations that are useful for PT Arint Premium Fitting Gatsu Timur Denpasar can be made as follows: based on the average score on the product quality variable where the indicator "Arint Premium Fitting products have different product quality from competitors" obtained the lowest response from consumers, PT Arint Premium Fitting should pay more attention to the quality of its products by evaluating in the form of quality control or quality control, to find product defects so that it can immediately make repairs because if the product is rijk or damaged it will reduce purchasing decisions for the product and receive input from consumers, for example receiving criticism and suggestions regarding product quality, in order to be able to provide different and better quality. Based on the average score on the brand image variable where the indicator "Arint Premium Fitting products have been widely used in all architectural work" obtained the lowest response from consumers, PT Arint Premium Fitting should introduce its products more widely by conducting promotions, for example promotions on social media, door to door, or participating in events, such as the Building Tech event, so that the Arint Premium Fitting brand is recognised by many people and used in all architectural needs.

Based on the average score on the purchasing decision variable where the indicator "I will purchase Arint Premium Fitting products continuously" gets the lowest response from consumers, PT Arint Premium Fitting should try to meet consumer needs by providing suitable products and maintaining quality and brand preference at competitive prices to attract consumers. In addition, PT Arint Premium Fitting must also provide good customer service so that consumers feel comfortable shopping at PT Arint Premium Fitting, if this has been implemented, then consumers can make repeated purchasing decisions. It is proposed to allow future researchers to use other variables to improve purchasing decisions. It is hoped that future research will allow us to investigate the phenomenon more specifically and accurately. Future studies can add intermediate or intervening variables related to customer satisfaction before purchasing decisions. In addition, the obstacle faced in this study is the limitation of the research in selecting respondents to obtain more representative data due to company policy. Thus, in the future researchers can be given the opportunity to interact directly with respondents under the supervision of a management body. Data is collected to obtain more representative data.

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